

Wisconsin Department of Agriculture, Trade and Consumer Protection

Agricultural Enterprise Areas Summary

ANTIGO FLATS AEA (2010; Modified 2012)

Overview

- ◆ Langlade and Marathon Counties: Towns of Ackley, Antigo, Neva, Peck, Polar, Price, Rolling, Vilas and Harrison
- ◆ 74,104
- ◆ 52 total petitioners
- ◆ Potatoes, processing vegetables, dairy

Goals

- ◆ Develop local and regional markets for certified potato seed, dairy, certified small grain seed, wood technology and other local commodities
- ◆ Innovation and promotion of area-grown and processed agricultural products and increase name recognition
- ◆ Enhance support to agricultural business through technical assistance, agricultural education and research
- ◆ Develop opportunities for agricultural tourism
- ◆ Assess natural resource quality and quantity and assist farmers with soil and water conservation to protect environmental resources
- ◆ Pursue new technologies that provide management and economic benefits to agricultural producers

Items of Note

- ◆ Area encompasses a large glacial outwash plain containing Antigo Silt Loam
 - ◆ Great deal of agricultural investment in the area including a state-of-the-art potato packing facility and warehouse complex and an agricultural packaging company
 - ◆ High number of landowners with farmland preservation agreements
 - ◆ Strong public outreach plan
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ASHIPPUN/OCONOMOWOC AEA (2010)

Overview

- ◆ Dodge and Waukesha Counties; Towns of Ashippun and Oconomowoc
- ◆ 28,841 acres
- ◆ 25 petitioners
- ◆ Dairy, cash cropping, beef, lamb, hog, and poultry operations

Goals

- ◆ Encourage re-investment in diverse local farm community and agricultural industry to protect excellent farmland from non-farm development pressures.

Items of Note

- ◆ Strong inter-municipal cooperation between two towns and two counties
- ◆ Diverse cross-section of agriculture
- ◆ Large percentage of farmers under 40
- ◆ “School Farm” located within area to teach agronomy, soil science and conservation, and general biology

BAYFIELD AEA (2010)**Overview**

- ◆ Bayfield County; Town of Bayfield
- ◆ 2,821
- ◆ 5 petitioners
- ◆ Apple, blueberry, raspberry, strawberry, sweet cherry, tart cherry, currant

Goals

- ◆ Protect and strengthen the existing fruit orchards while maintaining sufficient open lands for future expansion of specialty crop production
- ◆ Enhance the profitability of the existing farm operations through capitalization, market development and value-added processing while supporting expansion of specialty crop production through market development recruitment and training of new growers

Items of Note

- ◆ Four fruit farms within AEA permanently protected through town’s PDR program
- ◆ Growers implementing integrated pest management and strategies to prevent pest migration
- ◆ Active agri-tourism in the area
- ◆ Nearby wineries purchase fruit from growers for range of meads, hard cider, apple wines, and sparkling beverages

BLOOMER AREA AEA (2010)**Overview**

- ◆ Chippewa County; Town of Bloomer
- ◆ 4,380 acres
- ◆ 14 petitioners
- ◆ Forage-based dairy, steer, cash grain (soybean and corn)

Goals

- ◆ Establish and maintain a market for specialty soybeans to support a new soybean processing facility

- ◆ Create or upgrade business plans of producers and agri-businesses to build upon existing business relationships and pursue new business ventures
- ◆ Maintain a stable and predictable supply of milk, corn and grain for local markets (dairy, poultry and ethanol)
- ◆ Maintain land and water resources

Items of Note

- ◆ Newly created neighboring processing facility will receive and process local soybeans, limiting transportation costs and facilitating the creation of new jobs in the area
- ◆ Milk, beef and corn produced in the AEA supply regional agri-processors

CADOTT AREA AEA (2010)

Overview

- ◆ Chippewa County; Towns of Goetz, Delmar
- ◆ 1,640 acres
- ◆ 9 petitioners
- ◆ Dairy, steer, cash grain (forage, corn, and beans), maple syrup

Goals

- ◆ Develop opportunities for expanded cooperation between farms and agri-business
- ◆ Maintain a stable and predictable supply of milk, grain, maple syrup and forest products
- ◆ Evaluate feasibility of producing and marketing biomass using a small-scale distribution energy production model
- ◆ Conduct voluntary farm energy audits to identify farm-based energy conservation measures
- ◆ Evaluate feasibility of compiling and marketing carbon credits
- ◆ Maintain land and water resources

Items of Note

- ◆ Plan to use a small-scale distributed energy production model to produce and market biomass on a sustained basis
- ◆ All of the petitioning farms are third generation, independently owned, family farm operations
- ◆ Petitioning farms cooperate to exchange equipment and/or labor, and have historically pursued opportunities for joint purchasing and marketing
- ◆ Milk, corn and syrup produced within AEA are used to supply regional agri-processors

BURNETT AEA (2011)

Overview

- ◆ Dodge County; Town of Burnett
- ◆ 14,736 acres
- ◆ 45 petitioners
- ◆ Row crops, dairy and vegetable production

Goals

- ◆ Preserve the Town's agricultural and natural resource land base
- ◆ Support local and regional agricultural related businesses that serve the AEA
- ◆ Strengthen the agricultural foundation and allow agriculture to maintain its viability into the future

Items of Note

- ◆ Strong agriculture infrastructure in the area that is highly supportive of continued agriculture
 - ◆ Diverse investments made to many farms and related agricultural businesses
 - ◆ Existing cooperative ventures between landowners within the proposed area
 - ◆ In close proximity to Horicon Marsh Wildlife Refuge which provides land use which is mutually beneficial with continued agriculture
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ELBA – PORTLAND AEA (2012)

Overview

- ◆ Dodge County; Towns of Elba and Portland
- ◆ 38,580 acres
- ◆ 86 petitioners
- ◆ Cash cropping and dairy

Goals

- ◆ Protect the agricultural land base and maintain the rural landscape
- ◆ Maintain a strong agricultural community to attract and retain agribusinesses and to encourage future investment in farming operations

Items of Note

- ◆ County is in the top 5 to 10 counties for production of agricultural commodities
 - ◆ Connection to existing rail corridors to transport agricultural products
 - ◆ Strong support for the designation from diverse and numerous cooperators
 - ◆ Adjacent to the mutually beneficial Waterloo State Wildlife Area and the Chub Lake State Wildlife Area and adjacent to the Crawfish River-Waterloo Drumlins which are identified as a special environmental feature in the Wisconsin Land Legacy report
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FAIRFIELD AEA (2011)

Overview

- ◆ Sauk County, Town of Fairfield
- ◆ 9,501 acres
- ◆ 7 petitioners
- ◆ Vegetables, mint, and corn for ethanol

Goals

- ◆ Preserve large tracts of the diverse agricultural land and reduce potential land use conflicts

- ◆ Preserve the large, contiguous expanse of highly productive muck soils which have a well established drainage system
- ◆ Maintain and develop a high level of conservation, water quality and wildlife habitat in the area; in particular build upon the existing FACT partnership to integrate farming and wildlife management

Items of Note

- ◆ Strong existing public/private partnership supports continued agricultural land use while protecting significant wildlife resources
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HALFWAY CREEK PRAIRIE AEA (2012)

Overview

- ◆ LaCrosse County; Towns of Onalaska and Holland
- ◆ 1,647 acres
- ◆ 6 petitioners
- ◆ Cash cropping and livestock (dairy and swine)

Goals

- ◆ Protect existing farmland and support current land use goals in local plans
- ◆ Foster the growth of bio-energy opportunities
- ◆ Develop farmland protection strategies specific to the AEA
- ◆ Preserve the land and water resources to support and maintain the economic viability of the expanded farm operations
- ◆ Refine existing production practices and establish new business relationships within the AEA to maintain and enhance a stable and predictable supply of agricultural products to protect the existing infrastructure of agricultural markets and supplies
- ◆ Preserve and enhance existing agri-business relationships within the AEA and those that will directly affect this AEA to maintain and increase the agricultural infrastructure and economic viability of farming in the AEA

Items of Note

- ◆ Diversified ag-related businesses in the area
 - ◆ Existing relationships between producers and between producers and local agri-businesses, including hauling and spreading agreements between livestock operators and cash crop producers, and shared trucking and hauling at harvest time
 - ◆ Boundary agreement between the Town and the City of Onalaska
 - ◆ Located adjacent to the Upper Mississippi Wildlife Refuge and to land covered by conservation easements held by private, non-profit organizations which have complimentary interest in maintaining the agricultural heritage of the area
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HEART OF AMERICA'S DAIRYLAND AEA (2011; Modified 2012)

Overview

- ◆ Clark and Marathon Counties, Town of Mayville, Colby, Unity, Beaver, Loyal, Brighton, Hull

- ♦ 97,984 acres
- ♦ 211 petitioners
- ♦ Dairy and cash crops

Goals

- ♦ To preserve and promote the agricultural economy and its social, cultural, and economic heritage
- ♦ Retain and enhance existing businesses
- ♦ Assure production capacity and protect food security
- ♦ Assess natural resource quality and quantity and assist farmers with soil and water conservation to protect environmental resources
- ♦ Provide tools to control population density and control residential and farming conflicts
- ♦ Develop joint marketing opportunities for local products
- ♦ Pursue new technologies that provide management and economic benefits to agricultural producers that efficiently utilizes the economies of scale created by large blocks of contiguous farmland

Items of Note

- ♦ Extensive public outreach process inclusive of diverse producers and diverse backgrounds
- ♦ Area number one for dairy production in the state and also supports vegetables, fruit, nursery and bedding plants
- ♦ Existence of strong rural economy to support designated area and the dairy industry
- ♦ Strong interest in protecting farmland through farmland preservation agreements
- ♦ Proximity to existing agricultural development activities including the Central WI Agribusiness Innovation Center, and an agribusiness park

HILBERT AG LAND ON TRACK AEA (2011)

Overview

- ♦ Calumet County, Towns of Brillion, Chilton, Rantoul, Woodville
- ♦ 28,217 acres
- ♦ 17 petitioners
- ♦ Dairy and forage crops

Goals

- ♦ Preserve available working lands for current and future agricultural use while guiding residential and other non-agricultural land uses to urban areas
- ♦ Maintain the towns' rural character and limit incompatible land uses
- ♦ Market the area to attract an ag-technology park and/or other businesses seeking a stable, dedicated farming community
- ♦ Aid family farms so they continue into the future
- ♦ Work to attract young farmers to take over existing businesses, bring in new ideas and invest in the future
- ♦ Minimize erosion and protect water quality so farming has a minimal negative impact on the environment and the resources can sustain future crops and dairy operations

Items of Note

- ♦ Many cooperative efforts in the area, including a joint marketing plan for local forage crops, joint purchase and sale of forage feed for dairy, and joint purchase of rail products
 - ♦ Area significant contributor to the success of maintaining two railroads that provide important access to agricultural markets and provide the opportunity take advantage of economies of scale
 - ♦ New alfalfa mill recently opened to pelletize baled alfalfa for global markets
 - ♦ Strong partnerships developed with area technical college, dairy promotion board and forage council
 - ♦ Significant investments made by producers of all sizes and by the supporting agribusinesses
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LA PRAIRIE AEA (2010)**Overview**

- ♦ Rock County; Towns of La Prairie, Turtle
- ♦ 21,093 acres
- ♦ 33 petitioners
- ♦ Sweet peas, sweet corn, snap beans, lima beans, mint

Goal

- ♦ To continue to support a viable agricultural economy while at the same time maintaining a high rural quality of life. This includes maintaining the vegetable supply to support a vegetable processing facility, distribution center and corporate office, and to continue to support field crop research testing in the area

Items of Note

- ♦ Specialty crops such as sweet peas, sweet corn, snap beans, and lima beans grown within AEA shipped to nearby vegetable processor that employs nearly 400 full time employees
 - ♦ Field crop research facility utilizes soils within AEA to support plant breeding research efforts, namely to develop hybrids that will improve drought tolerance and add yield to existing cropland
 - ♦ Nearby mint distillery synthesizes 3,000 acres of peppermint and spearmint oil from plants grown within AEA
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MAPLE GROVE AEA (2010)**Overview**

- ♦ Shawano County; Town of Maple Grove
- ♦ 21,669 acres
- ♦ 8 petitioners
- ♦ Dairy, vegetables, flowers, beef, cash crops

Goals

- ♦ Identify opportunities to increase productivity and cooperation
- ♦ Promote the sale of products within the AEA

- ◆ Support and expand local agriculture related businesses

Items of Note

- ◆ Strong history of agricultural preservation using available land use controls (since 1974)
 - ◆ Demonstrated commitment to investing in farming operations
 - ◆ Strong public outreach effort to reach landowners during petition development
 - ◆ Award winning farms (first runners-up for 2009 Outstanding Farmer program; winner of 2004 Outstanding Young Farmer award)
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PECATONICA AEA (2012)

Overview

- ◆ Lafayette County: Towns of Argyle, Blanchard and Lamont
- ◆ 45,776 acres
- ◆ 93 petitioners
- ◆ Dairy and cash crops

Goals

- ◆ Diminish barriers to starting up a new farming businesses and encourage multi-generational farming
- ◆ Encourage diverse farming practices
- ◆ Attract small-scale cottage agricultural industries
- ◆ Develop training opportunities for local workers in bio-product and food-related industry
- ◆ Develop new products and markets for locally produced, locally branded foods
- ◆ Research and develop products for non-food, bio-industrial products
- ◆ Grow the potential for energy efficiency and renewable energy technologies for on-farm operations and rural areas
- ◆ Establish demonstration projects for innovative and sustainable practices for watershed management and resource conservation

Items of Note

- ◆ Strong dairy community, located near 13 different cheese processing plants, several of which are planning or in the process of future investments.
 - ◆ Strong agricultural community with agriculture accounting for 85% of total business sales in the county.
 - ◆ Part of broader initiatives including a vegetable production feasibility study and the regional renewable energy opportunity plan for southwest Wisconsin and dairy clustering
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RUSH RIVER LEGACY AEA (2010)

Overview

- ◆ St. Croix County; Town of Rush River
- ◆ 8,370 acres
- ◆ 7 petitioners
- ◆ Cash crop, dairy, bison, beef

Goals

- ◆ Preserve existing land necessary to support and expand conventional dairy/beef cow and traditional crop production
- ◆ Preserve and expand existing dairy infrastructure
- ◆ Create opportunities to incubate non-traditional types of agricultural production
- ◆ Foster growth of bio-energy opportunities
- ◆ Encourage conservation and nutrient management planning

Items of Note

- ◆ Petitioners are primarily 3rd and 4th generation farmers
 - ◆ Local agro-tourism promoted by the Silver Bison Ranch
 - ◆ Petitioners part of the Western Wisconsin Renewable Natural Gas Dairy Basin project pipeline project beginning in 2010
 - ◆ Petitioners featured as part of the Alta Advantage 2008 Showcase of “best progressive herds in the USA”
 - ◆ Petitioner is a Green Tier- Tier 1 participant
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SCUPPERNONG AEA (2010)**Overview**

- ◆ Jefferson County; Towns of Palmyra, Hebron, Sullivan, Cold Spring
- ◆ 14,015 acres
- ◆ 6 petitioners
- ◆ Dairy, beef, broiler, cash and forage crops, vegetables, eggs

Goals

- ◆ Create a climate where current and future landowners within this area are able to feel comfortable about the sustainability of their agricultural investments.

Items of Note

- ◆ Standard Process, which is a large farm and factory for producing and manufacturing vitamins and nutritional supplements, is located in the AEA
 - ◆ Poultry operation compost and pelletizes manure for use as a fertilizer
 - ◆ Grazing Lands Conservation Initiative in the area
 - ◆ High diversity of agricultural enterprises located within the area
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SHIELDS – EMMET AEA (2012)**Overview**

- ◆ Dodge County: Towns of Shields and Emmet
- ◆ 16,051 acres
- ◆ 46 petitioners
- ◆ Cash cropping and dairy

Goals

- ◆ Enhance the agricultural land base of the towns, improve agricultural operations, and support the rural identity through the use of farmland preservation agreements and the implementation of soil and water conservation plans
- ◆ Encourage the establishment of agribusinesses and the expansion of existing agricultural operations in the towns and the county
- ◆ Encourage non-traditional farming practices, investment in modernized farming equipment, consideration of potential business opportunities, shared farm service, utilization of new resources

Items of Note

- ◆ County is in the top 5 to 10 counties for production of agricultural commodities
- ◆ Conservation easement donation program in place with one easement in the area
- ◆ Strong support for the designation from diverse and numerous cooperators
- ◆ Cooperative boundary agreement between City of Watertown and Town of Emmet
- ◆ In close proximity to Mud Lake Wildlife Area which is mutually beneficial to continued agriculture and located within an important glacial-drumlin landscape which is used for research and study

SQUAW LAKE AEA (2011)

Overview

- ◆ Polk and St. Croix Counties; Towns of Alden, Farmington, Star Prairie, Somerset
- ◆ 9,607 acres
- ◆ 15 petitioners
- ◆ Cash crops, dairy

Goal

- ◆ Guarantee the ability of transitioning current production capabilities to the next generation of producers and the generations to follow

Items of Note

- ◆ Former Priority Watershed project area
- ◆ Some landowners in area are transitioning from commodity to value-added products such as organic dairy, organic vegetable, sunflowers for bird seed, soybeans and winter rye for the Asian market
- ◆ Part of the Oseloa Village and School District initiative to become 100% self-sufficient for food and fuel by 2025

TRENTON AEA (2011)

Overview

- ◆ Dodge County, Town of Trenton
- ◆ 26,492 acres
- ◆ 35 petitioners

- ◆ Cash-cropping, dairy, vegetables, livestock

Goals

- ◆ Preserve the agricultural land base
- ◆ Maintain the region's agribusinesses
- ◆ Spur local, regional and statewide agricultural growth

Items of Note

- ◆ Strong land use protections in place to ensure continued agricultural land use
 - ◆ Significant investment made in the area by both producers and by the supporting agribusinesses such as ethanol plants, corn milling operations, agricultural cooperatives
 - ◆ Strong cash-cropping area, but also has dairy (cow and goat), beef, hog, lamb and poultry, and vegetables which go to seven processing facilities
 - ◆ Strong agriculture infrastructure in the area that is highly supportive of continued agriculture
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TOWN OF DUNN AEA (2010)

Overview

- ◆ Dane County; Town of Dunn
- ◆ 10,038 acres
- ◆ 6 petitioners
- ◆ Cash crops, dairy, market garden, CSA farm, nurseries, pork, sheep

Goals

- ◆ Ensure preservation of land base and infrastructure necessary to allow agriculture to flourish
- ◆ Encourage investment in existing operations
- ◆ Maintain agriculture to support agricultural related business

Items of Note

- ◆ Approximately 2,500 acres within the AEA are permanently protected by conservation easements
 - ◆ Town of Dunn established local Purchase of Development Rights program and has invested over \$2.5 million in the program
 - ◆ Wide variety of agricultural enterprises are supported by local markets and institutions
 - ◆ Strong local land use controls help restrict conversion of agricultural land
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VIENNA – DANE – WESTPORT AEA (2012)

Overview

- ◆ Dane County: Towns of Vienna, Dane and Westport
- ◆ 20,681 acres
- ◆ 9 petitioners
- ◆ Dairy and cash crops

Goals

- ◆ Maintain the area's rural character and agriculture as the primary land use
- ◆ Complement and support existing tools to limit encroachment of nonfarm development by creating incentives for farmers to sign farmland preservation agreements
- ◆ Create an environment that will maintain and expand agriculture as the primary economic activity in the area through the 21st century
- ◆ Expand opportunities for new markets, value-added activities and new uses for agricultural products and by-products

Items of Note

- ◆ Strong cooperative land use controls at village, town and county level
- ◆ Location of community digester developed through a partnership with county, state and private sources
- ◆ Significant investment in agricultural enterprises within the boundary
- ◆ Interest in developing local opportunities to protect the area from urban service area expansions

WINDSOR AEA (2010)

Overview

- ◆ Dane County; Town of Windsor
- ◆ 10,775 acres
- ◆ 15 petitioners
- ◆ Dairy, swine, beef, corn, soybean, hay, wheat

Goal

- ◆ Safeguard productive land from non-farm development and maintain the vibrant farming community.

Items of Note

- ◆ Area located in the Arlington Prairie, which has excellent soil for agriculture
- ◆ Town has adopted a local purchase of development rights program, funded by a local tax levy
- ◆ Cooperative boundary agreements have been adopted by the Town and the City of Sun Prairie and the Town and the Village of DeForest
- ◆ Research facility (Seminis Vegetable Seeds) does vegetable research in the area
- ◆ Town included in the DeForest Area Economic Opportunity Study